

2019-01-22

# Building a Professional Presence Online (Workshop for Graduate Students)

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<https://hdl.handle.net/2027.42/148276>

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# Building a professional presence online

January 22, 2019

Link to these slides:

<https://bit.ly/2FG1ehm>

# Introductions



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# Agenda

- Introductions, agenda and outcomes (10 min.)
- Activity/Discussion: Your professional presence online (15 min.)
- Register your ORCID (15 min.)
- Claim your Google Scholar Profile (15 min.)
- Social media reflection (15 min.)
- Update your SSW and/or LSA profile page (15 min.)
- Wrap-up



# Activity/Discussion: Your online scholarly identity

1. Open an **incognito/private** browsing session and search for your name.
  - a. What do you find?
  - b. What *don't* you find?
  - c. Any surprises?
  - d. What do you wish turned up? What do you wish didn't?
2. What value is there in being discoverable as a scholar on the web?
3. To whom/for whom might you want your scholarship be visible online?
4. Do you proactively engage in scholarly conversation on the web? Why or why not?

# Register your ORCID: What is it?

## DISTINGUISH YOURSELF IN THREE EASY STEPS

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. [Find out more](#)

1

### REGISTER

Get your unique ORCID identifier [Register now!](#)  
Registration takes 30 seconds.

2

### ADD YOUR INFO

Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).

3

### USE YOUR ORCID ID

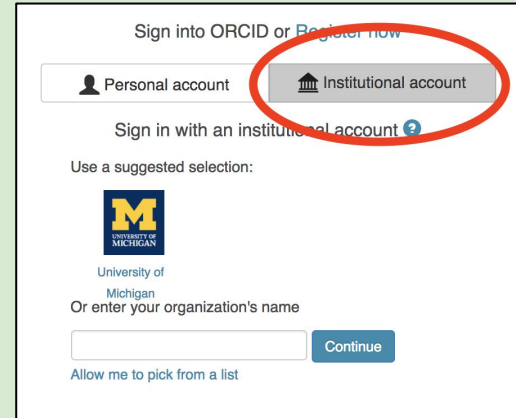
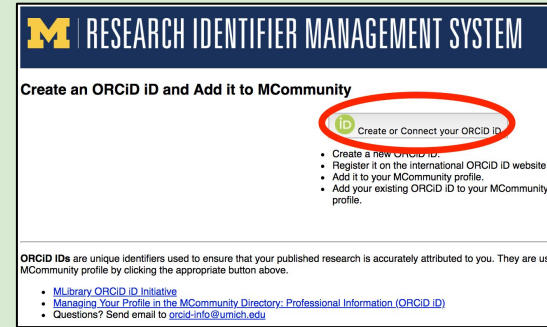
Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

# Register your ORCID: Why?

- ORCID is increasingly requested by publishers, funding agencies, and others that want to ensure that all of your publications, funding, and other forms of scholarly work are accurately associated with you.
- If you are a graduate student at the University of Michigan, you must register an ORCID in order to submit your dissertation--getting it done now means you don't have to worry about it later!
- In this video, U-M faculty and researchers talk about how ORCID is useful for them.

# Register your ORCID: How?

1. Follow this link  
(<https://bit.ly/2Hn7hZS>) to the U-M Research Identifier Management System and click on the “Create or Connect your ORCID iD” button.
2. This will take you to the ORCID website sign-in page. Select “Institutional Account.”



# Register your ORCID: How?

3. You'll see a message from U-M, which summarizes the information U-M will be providing to ORCID on your behalf. Click 'Confirm.'

4. Next, you'll see a page from ORCID acknowledging that you're logged into the ORCID website with your U-M credentials and inviting to continue connecting. Click "Register for an ORCID iD."

This screenshot shows the 'Information Release' form from the University of Michigan WebLogin. The form is titled 'Information Release' and contains the following sections:


- Information to be Provided to Service:** A table with the following information:

Field	Value
Full Name	[Redacted]
University Affiliation (required)	universityofmichigan.academy.edu member@umich.edu employee@umich.edu staff@umich.edu member@umich.edu
E-mail	[Redacted]
First Name	[Redacted]
Last Name	[Redacted]
- Data privacy information of the service:** A section containing text about the information released and a consent form.
- Consent Form:** A section with two radio buttons: 'I agree to release this information to the service every time you access it?' and 'I agree to release this information to the service every time you access it?'. Below the radio buttons are two buttons: 'Decline' and 'Confirm'.

This screenshot shows the ORCID website's 'Link your University of Michigan account to your ORCID record' page. The page features a navigation bar with links for 'FOR RESEARCHERS', 'FOR ORGANIZATIONS', 'ABOUT', 'HELP', and 'SIGN IN'. The main content area includes the following elements:

- Header:** 'ORCID Connecting Research and Researchers'.
- Navigation:** 'SIGN IN', 'REGISTER FOR AN ORCID ID', 'LEARN MORE'.
- Statistics:** '5,829,934 ORCID iDs and counting. See more...'.
- Link your University of Michigan account to your ORCID record:** A section with a green header and a blue button labeled 'Link your University of Michigan account to your ORCID record'.
- You are signed into University of Michigan as [Redacted]:** A section with a blue header and a blue button labeled 'Link your University of Michigan account to your ORCID record'.
- To finish linking this University of Michigan account to ORCID, sign into your ORCID iD below:** A section with a blue header and a blue button labeled 'Link your University of Michigan account to your ORCID record'.
- You will only need to complete this step once. After your account is linked, you will be able to access your ORCID record with your University of Michigan account. Questions? Visit our knowledgebase:** A section with a blue header and a blue button labeled 'Link your University of Michigan account to your ORCID record'.
- Link my existing ORCID iD | Register for an ORCID iD | Return to ORCID sign in:** A section with a blue header and a blue button labeled 'Link your University of Michigan account to your ORCID record'.
- Email or ORCID ID:** A text input field.
- ORCID password:** A text input field.
- Sign into ORCID:** A blue button.
- Forgotten your password? Reset it here:** A red link.

# Your ORCID profile



Connecting Research  
and Researchers


[EDIT YOUR RECORD](#) [ABOUT ORCID](#) [CONTACT US](#) [HELP](#)


5,716,021 ORCID iDs and counting. [See more...](#)


Advance Notice: All ORCID websites, including the Registry (Public and Member APIs and the user interface), orcid.org and members.orcid.org, will be unavailable from 2pm UTC on December 15 for up to eight hours for a scheduled hardware upgrade. We apologize for any inconvenience.


**Rebecca Welzenbach**


**ORCID ID**

 <https://orcid.org/0000-0001-5083-7835>

 [Print view?](#)


**Websites**   
[University of Michigan Staff Profile](#)  
[Twitter \(@rwelzenb\)](#)


**Country**   
United States


**Other IDs**   
[Scopus Author ID: 55669224900](#)


**> Employment (6)**


**> Education and qualifications (2)**


**> Funding (3)** 

 Mapping the Free Ebook Supply Chain


Andrew W. Mellon Foundation (NY, NY)  
2016-02 to 2017-02|Grant  
GRANT\_NUMBER: [11600118](#)  
Source: Rebecca Welzenbach 

 Hypothes.is: Development of Digital Annotation Services

Andrew W. Mellon Foundation (NY, NY)  
2014-06 to 2016-06|Grant  
GRANT\_NUMBER: [21400642](#)  
Source: Rebecca Welzenbach 

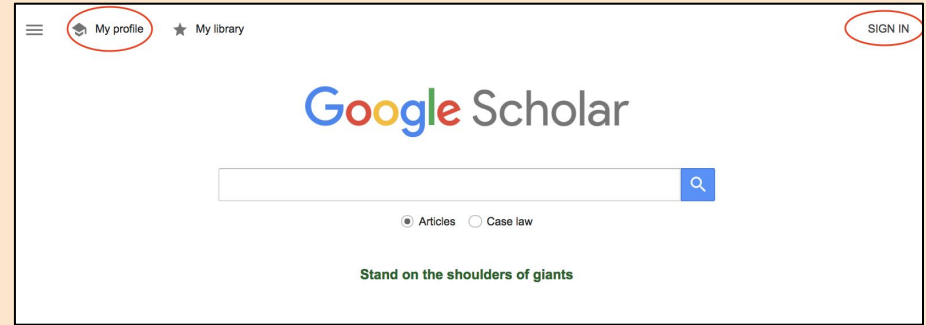
 Early English Books Online-Text Creation Partnership EEBO-TCP

Collections: Navigations  
National Endowment for the Humanities (Washington)

 **Help**

# Claim your Google Scholar profile

1. Go to [scholar.google.com](https://scholar.google.com) and (if you are not already logged in) click “sign in” in the upper right corner. Sign in using your UMICH credentials.
2. Click on “my profile” in the upper left hand corner to get started. Later, check your email for the verification from Google Scholar and complete the verification process.

A screenshot of the Google Scholar profile verification form. On the left side, there is a sidebar with three numbered links: "1 Profile", "2 Articles", and "3 Settings". The "Profile" link is highlighted. The main content area contains the following fields:

- A heading: "Track citations to your articles. Appear in Scholar." followed by the email "rwelzenbach@gmail.com" and a "Switch account" link.
- A "Name" field with the text "Rebecca Welzenbach". Below it is a note: "Full name as it appears on your articles".
- An "Affiliation" field with the example text "E.g., Professor of Physics, Princeton University".
- An "Email for verification" field with the example text "E.g., einstein@princeton.edu".
- An "Areas of interest" field with the example text "E.g., general relativity, unified field theory".
- A "Homepage (optional)" field with the example text "E.g., http://www.princeton.edu/~einstein".
- A blue "Next" button at the bottom.

# Claim your Google Scholar Profile: How?

3. Review publications: are they yours?
4. Decide: automatically add publications to your profile?
5. Decide: make your profile public?
6. Click “follow” in the upper right hand corner of the screen to receive notifications of new publications and citations.





# Social media reflection

1. Refer to this worksheet: <https://bit.ly/2FPHnLV> (handouts available)
2. Take ~7 minutes to start on the worksheet and reflect a bit on the questions.
3. Discussion

# Pulling together the pieces: update your U-M profile page(s)

Check to ensure that your web page includes:

- Your ORCID number and link to your ORCID profile
- Link to your Google Scholar profile
- Links to any publicly visible social media platforms or feeds that you have decided you want your academic and professional colleagues to find and use

This is a good time to ensure all other details on your page are accurate and up-to-date!

# Wrap-up

- Questions, ideas, next steps
- Request a consultation



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